

EC'd Yes    Last Received: 08/27/2012 11:44 AM  
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency ( ) MUNDY KATOWITZ MEDIA INC	Rep Firm
Advertiser ( ) PRIORITIES USA ACTI	1322 G. STREET SE	Sales Office ( ) PHILADELPHIA
Product PRIORITIES USA	WASHINGTON, DC 20003	Salesperson ( ) ANJIE BRADY
Estimate# 1564	Agency C/P1/P2/E 321/340/1564	
Buyer CASEY BESSETTE	Flight Dates 10/09/2012 - 10/15/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=\*

-- REMARKS --

VER 3 ISSUED TO REV PRGM LN 30;  
CXL SPOT N/A LN 41 W/MKGD LN 45  
CONTRACT TOTAL REMAINS \$36,250  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*30	W	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/10-10/10	1	1	1	\$1,500.00	
Buyline Comment: REVISE PRGM												
Sales Remark: V3 REVISE PRGM												
V3 Program Name Change, Comment Changed												
	*41	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	10/13-10/13	0	0	0	\$0.00	
Buyline Comment: CXL DUE N/A DUE PRGM CHANGE												
Sales Remark: V3 CXL DUE N/A DUE PRGM CHANGE												
V3 More than 2 codes changed												
	*45	SA	9P-10P	CHICAGO FIRE	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
Buyline Comment: MKGD FROM LN 41												
Sales Remark: V3 MKGD FROM LN 41												
V3 Added												

--REPORT TOTALS--

Report Totals: 2 / \$2,000.00

--SALES MONTHLY TOTALS--

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Oct 12: 44 / \$36,250.00  
Sales Totals: 44 / \$36,250.00  
Station Totals: 44 / \$36,250.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$109,848	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE